

Business Development Manager

[Full Time, Virtual, Exempt]

Department: Business Development

Reports To: Sr. Director, Business Development

Posted: February 28, 2023

Job Closes: March 31, 2023

Location: Worldwide; US Time Zones preferred

To apply: submit a resume and cover letter through My Green Lab's application portal at:
<https://www.mygreenlab.org/employment-opportunities.html>

Job Description

My Green Lab (MGL) seeks a passionate and motivated business development manager to grow our ACT program, raise our profile, and increase our revenue and impact. The successful candidate will have a demonstrated ability to conduct business development and sales efforts that grow nonprofits, private enterprises, and/or business units. Experience working in life science, corporate sustainability, green labs, green buildings, or a related field is desirable.

This is a full-time position. MGL is a 100% remote workforce: this position will be permanently based out of the successful candidate's home office. Less than 30% travel is expected. Compensation includes a base salary commensurate with experience and competitive with similar roles, performance compensation, and a benefits package that includes health insurance, a 401(k) matching program or international equivalent, and a generous vacation and holiday allocation.

Overview of Responsibilities

The Business Development Manager will be part of the international revenue generation and brand building team with a focus on life science manufacturers. Working with the Business Development Team, they will grow the organization's revenue and drive sales of our ACT Label program. The Business Development Manager must be an entrepreneurial self-starter who has demonstrated experience generating leads, moving customers through the sales funnel, closing deals, and exceeding revenue targets in a high-growth environment. MGL takes a data-driven approach to our mission, so the Business Development Manager must understand how to leverage technology platforms to track their work and quantify their performance relative to the organization's goals and KPIs. Working with our technical program and auditing team, the successful candidate will be able to find and recruit new customers and close deals while ensuring a seamless customer experience.

MGL's Business Development Manager must be passionate about the organization's mission and be able to clearly articulate its importance and relevance in the context of the global sustainability movement as well as

within the scientific community. This role is intended to increase ACT program sales in the North American market, so working hours must have sufficient cross over with North American time zones.

My Green Lab Background

Laboratories represent an enormous, untapped potential for sustainability. They discard over 12 billion pounds of plastic annually, and they consume 5-10 times more energy and water than office spaces. Worldwide, laboratories comprise an industry that is 3 times the size of the building products space and just over half the size of the automotive industry.

My Green Lab is a non-profit organization dedicated to reducing the environmental impact of laboratories by building a culture of sustainability through science and directly engaging scientists and the teams of people who support them. Our members and supporters range from small laboratories to some of the science community's largest corporations and academic institutions. We develop standards, oversee their implementation, and inspire the many behavioral changes that are needed throughout the science community. In addition to motivating behavioral changes in and around the lab through easily and rapidly implementable tools with clear measurement and verification, we are also leading data-driven research into environmental health impacts and resource consumption.

Since our founding in 2013, MGL has grown from a grassroots effort to the most influential organization in the laboratory sustainability space. We are excited to invite an exceptional Business Development Manager to help us continue to grow our impact globally.

Key Responsibilities

The key responsibilities of this position include, but are not limited to:

Business Development

Be a public face of the organization that shares our mission with the scientific community. Build partnership and relationship with key industry associations and organizations in order to reach new markets and customers.

Sales

Manage all aspects of the sales process including proactively following up on inbound and outbound leads, creating proposals, and closing deals in line with My Green Lab's aggressive growth and impact targets with a focus on (but not limited to) the ACT Label program.

Lead Generation

Identify and develop new outbound leads through attending conferences, online research, cold emailing, and liaising with partner organizations to ensure a robust funnel of new potential prospects.

Account Management

Work with the Programs team and/or auditors to ensure appropriate project timelines so that contracts are executed on time and above expectations. Gather customer feedback to improve

processes and manage and grow long term relationships with accounts that lead to repeat and growing partnerships.

Customer Onboarding and Support

Working with the Programs team, ensure the customer journey is seamless from initial contact through program completion. Requires organization and a task-oriented approach to track the customer's journey, communicate in a timely manner, follow up on expanding sales opportunities, maintain rapport with customers, and provide feedback to leadership when issues arise to ensure a quick and proactive resolution is met.

Required Qualifications and Experience

- Demonstrated passion for MGL's mission and sustainability in general
- A track record of business development experience helping grow an organization(s) or business unit(s)
- Experience meeting sales and revenue targets in a growing organization
- Public speaking experience and expertise
- Experience with the Microsoft Office 365 Suite
- Excellent written and verbal communication ability

Preferred Qualifications and Experience

- Experience with CRM software (Salesforce preferred)
- A bachelor's or master's degree in a related field
- Experience in an industry or industries pertinent to laboratory research
- Sustainability expertise (green labs, green buildings, corporate sustainability or similar)

My Green Lab is a fast-paced and dynamic work environment, so the ideal candidate will be a flexible self-starter who embraces change and continuous improvement. The successful candidate will demonstrate interest in professional development and advancement within the role as they take on increased responsibility in line with the growth goals of the organization.

3 Month Tasks

- Become a My Green Lab Ambassador and complete all existing modules for the Green Lab Accredited Professional Program
- Undergo education and training on My Green Labs programs
- Maintain My Green Lab's business development and outreach lists
- Conduct regular outreach to new customers including cold emails, Linked In, online research/lists, and attending industry events and trade shows.
- Proactively follow up on ACT inbound leads delegated from the BD Director
- Attend Green Lab Certification and ACT pitch calls with the BD team
- Learn and deliver the ACT pitch
- Create effective proposals and efficiently close deals to meet revenue targets

- Conduct ACT close-out meetings to feedback for continuous improvement and promote expansion or renewal opportunities
- Feed into ACT program technical development and program revision
- Successfully seek conference attendance and presentation opportunities to raise the profile of My Green Lab

My Green Lab is an equal opportunity employer. We are committed to creating an inclusive environment for all employees.